



ActiveCampaign alternative

Here's a comparison between ActiveCampaign and VBOUT which shows the difference between both in terms of features and pricing.

Email marketing

VBOUT allows you to import and manage unlimited contacts into their platform, whereas ActiveCampaign charges you for specific number of contacts in their database and pricing increases as you add more.

	ActiveCampaign >	vbout
Lead Management		
Unlimited Contacts		
Drag and Drop Builder		
A/B Testing		

Marketing automation




VBOUT's automation builder has [browser push notifications](#), which allow you to target your contacts as well as anonymous visitors with continuous updates about your company. The difference is that with ActiveCampaign, you have to use a third party source to be able to enable this feature.

	ActiveCampaign >	vbout
Browser Push Notification		
Email Automation		
SMS Messaging		

Social media

VBOUT has social media management whereas ActiveCampaign doesn't.










	ActiveCampaign >	vbout
Social Calendar		
Posts Composing / Scheduling		
Social Stream Management		

Mass Posting		
Social Listening		

[Access the comparison chart](#)










Landing pages

VBOUT has a landing page builder tool while ActiveCampaign doesn't provide this feature.

	ActiveCampaign >	
Ready-Made Templates		
Drag & Drop Builder		
Custom Pixel		
Analytics		


User analytics

ActiveCampaign and VBOUT have the same analytics functionalities as for email marketing and automation. You can also generate automated reports or they can even be accessed publicly. The only difference is that VBOUT allows you to create multiple reporting dashboards for different objectives and team members.

	ActiveCampaign >	
Automated Reports (Sent by email)		
Multiple Dashboards		
Publicly Accessed Reports		
Automation Analytics		

Pricing

For a professional plan, ActiveCampaign charges you \$169 for 5000 contacts, excluding some features. VBOUT, however, charges you for the number of emails and the lowest package starts with \$60, excluding some features like social media management, landing page builder and user analytics. If you want to use all features for the same plan, you will pay \$100. Also with VBOUT, you can build your own plan using only the features you need. Check out our [pricing plans](#) for more details.

	ActiveCampaign >	
Basic Plan	\$169/mo - 5000 contacts - Excluding some features - Billed monthly	\$100/mo - Unlimited contacts based on 5000 emails per month - Billed monthly

Intermediate Plan	\$249/mo - 10K contacts - Excluding some features - Billed monthly	\$150/mo - Unlimited contacts based on 10K emails per month - Billed monthly
Advanced Plan	\$599/mo - 25K contacts - Including all features - Billed monthly	\$500/mo - Unlimited contacts based on 100K emails per month - Billed monthly

Interested in finding out more details about how both tools compare as well as a side-by-side comparison of other top marketing automation software vendors?

[Access the comparison chart](#)

N.B: We made every effort to provide the most accurate figures, however, we advise verifying details with ActiveCampaign as pricing and packages can change.



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